

Prepacked for Direct Sale (PPDS) Allergen Labelling Changes for **Butchers**

From **1 October 2021**, the requirements for labelling prepacked for direct sale (PPDS) food will change across the UK. This applies to any food business that produces PPDS food, including butchers and farm shops.

Introduction

PPDS food is food that is packaged at the same place it is offered or sold to consumers. It is a single item, consisting of the food and its packaging, that is ready for presentation to the consumer before it is ordered or selected.



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For butchers and farm shops, this may mean changes to labelling for foods such as sausages, marinated steaks, and other products.

Changes to Allergen Labelling

The new labelling requirements will help protect consumers by providing potentially life-saving allergen information on packaging. This legislation is also known as Natasha's Law.

Any food business that produces PPDS food will be required to label it with the name of the food and a full ingredients list. Allergenic ingredients must be emphasised within this list.

This can include food that consumers select themselves, for example from a display unit, as well as products kept behind a counter, or some food sold at mobile or temporary outlets, such as at farmers' markets.

Examples of food that is prepacked for direct sale

Foods that may be provided by a butcher or farm shop include:

- Sausages, burgers, or other foods packaged in store before being ordered or selected
- Steaks that are seasoned or marinated, and packaged on the premises
- Stir fry packs packaged on the premises
- Sliced meat put into packaging on the premises before a consumer orders it

Examples of food that is **not** prepacked for direct sale

PPDS does not include food that is not in packaging, such as meat on display including joints of meat or loose sausages. Food placed into packaging at the consumers request is not PPDS.

Prepacked food

You may also sell pre-packaged food that was packed at a different site to where it is offered to consumers, or food that has been packaged by another business.

This is not PPDS food, but it still requires a label with a name, ingredients list, allergens and other mandatory details.

Labelling Guidance

Labels on PPDS food need to show the name of the food and the ingredients list. This includes emphasising within the list any of the 14 allergens used in the product, as required by food law. The allergens can be emphasised within the ingredients list by using **bold** type, capital letters, contrasting colours or underlined text. This must be clear enough for the consumer to read.

The 14 allergens are: **celery**, **cereals containing gluten** (such as barley and oats), **crustaceans** (such as prawns, crabs and lobsters), **eggs**, **fish**, **lupin**, **milk**, **molluscs** (such as mussels and oysters), **mustard**, **peanuts**, **sesame**, **soybeans**, **sulphur dioxide and sulphites** (at a concentration of more than ten parts per million) and **tree nuts** (such as almond, hazelnuts, walnuts, brazil nuts, cashews, pecans, pistachios and macadamia nuts).

PORK BURGERS

INGREDIENTS: Pork (79%), Seasoning [Rusk (**WHEAT** Flour (with Calcium, Iron, Niacin, Thiamin), Salt), **WHEAT** Flour (with Calcium, Iron, Niacin, Thiamin), Salt, Isolated **SOYA** Protein, Dried Onion, Spices (Black Pepper, Ginger, White Pepper), Flavour Enhancer (E621), Preservative (E223 contains **SULPHITES**), Herbs (Basil, Marjoram, Parsley, Thyme), Propylene Glycol (E1520), Antioxidant (E301), Sugar, Dextrose, Acid (E330), Acidity Regulator (E262ii), Yeast Powder, Sunflower Oil, Smoke Flavouring, Flavouring], Water, Rusk [**WHEAT** Flour, Ammonium Bicarbonate (E503ii)].

Example PPDS Food Label

Specific Requirements of Meat Products

You should ensure that you meet existing food information requirements for meat products when producing PPDS food.

One of these is providing Quantitative Ingredients Declaration (QUID), which tells a consumer the percentage of meat contained in a food product for PPDS foods. The QUID information can be provided on the label for PPDS foods, or you can place the QUID information on a notice, ticket or another label that is visible at the location where the customer chooses the food.

You must give this information either:

- As a percentage in brackets in the ingredients list after the name of the product, for example 'pork (80%)'
- In or next to the name of the food, for example 'containing 80% pork'

Definition of 'Packaging'

Food is PPDS if it is packaged as follows:

- The food is fully or partly enclosed by the packaging
- The food cannot be altered without opening or changing the packaging
- The food is ready for sale to the final consumer

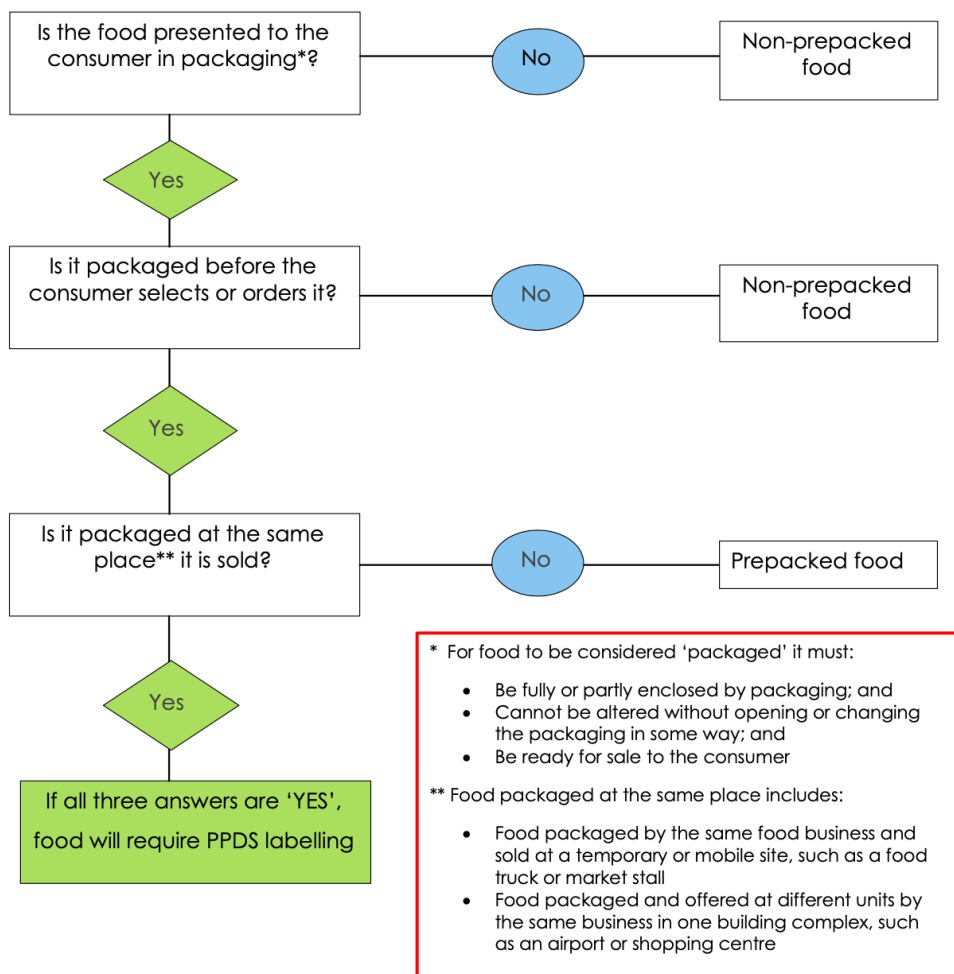
Examples of this kind of packaging would be:

- Sausages enclosed in paper or plastic packaging
- A pie in a closed cardboard box
- Rolls contained in a plastic bag that is tied with a knot or sealed

Food is **not** PPDS if it does not have packaging, or if it is packaged in a way that the food can be altered without opening or changing the packaging (for example a hotdog served on an open cardboard tray).

PPDS Flow Chart

If you're still unsure what foods are considered PPDS, you can check using this simple flowchart below:



Adapted from: <https://www.food.gov.uk/business-guidance/prepacked-for-direct-sale-ppds-allergen-labelling-changes-for-butchers>